

Profit Blitz for Fitz!

SEPT. 5th
TO DEC. 3rd
1955

HONOURING 25 YEARS OF INSPIRED
LEADERSHIP IN FAMOUS PLAYERS



\$10,000
IN CASH PRIZES

PROFIT with showmanship
SERVE with showmanship
SAVE with showmanship
SELL with showmanship

National Drive Captain
DAN KRENDEL

October 21, 1955

A PROPHET ... WITH HONOUR

All too often is the quotation used ... and much too often justified, that "A prophet is without honour in his own country ..." Seems that within the narrow confines of our nebulous human nature we just can't conceive of one of our own ... someone we've known and lived with ... someone we've respected and admired ... rising to such heights of public approbation that his talents and genius have lifted him from a limited radius of operations and into the public domain ... nation-wide ... continent-wide ... world-wide in scope.

Of course I'm referring to our president ... To our own jealous possessiveness of Mr. Fitzgibbons. How can we ever forget the whimsy ... the spellbinding wizardry of his words directed to us as individuals ... to us as a group ... Will any of us ever erase from our memories his fiery, visionary, prophetic words of wisdom ... words of inspiration? He has firmly implanted in our minds and in our hearts the very basis ... the romanticism of his and our Showbusiness. He is truly a prophet with plenty of honour in his own country.

I think we all know that ... and we are just as proud of the fact as if we ourselves were the honoured ones ... But, what are we doing to let Mr. Fitzgibbons know that we know?

I know that we have named this drive in his honour, as our very personal tribute to his leadership, and as living proof of our respect and admiration. Naming the drive, however is not quite enough. We now have to make all of the promises we have made, good. We now have to PROVE in substantial fact that his words over so many years have not fallen on deaf ears.

TODAY is the time to offer practical evidence that our very own prophet is certainly not without honour in his own country ... and that we know it.

TODAY is the time to SELL with Showmanship ... SERVE with Showmanship ... SAVE with Showmanship ... and above all, to PROFIT with Showmanship.

TODAY is the time to PROFIT BLITZ FOR FITZ.

D.E.K.

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YEA TEAM ...

Now you're cookin' guys ... Now you're working like a team ... It took a little time, a few loud yelps from this end, and a nudge here and there ... but obviously some good was accomplished. Last week's results tell their own story, and this week, so far, it looks like we'll top even that. Guess I'm just plain nuts. Every time I raise a holler, more and more stuff starts piling up, and that my friends, naturally means more and more work for me ... But, you haven't heard me complain ... and YOU WON'T ... just so long as you do your part.

There was so much good showmanship last week that the judging panel had quite a time making the weekly awards ... I love that, and let's make it twice as tough this week, huh? You know what? ... I'm sure they love it too.

BLITZ man, BLITZ ... and once in a while remember who we're doing it for ... and why. I don't have to draw any pictures. I'm sure that you feel about this deal just as I do ... as all of us in the office do ... as all the managers I have had a chance to talk to, do.

No matter how great a job you turned in last week ... or last month ... or was it last year ...? make sure that tomorrow's will be BIGGER and BETTER.

Then you and I and all of us will KNOW that we're doing all in our power to make this truly a PROFIT BLITZ FOR FITZ.

.x.x.x.x.

YOUR TRADE MAGAZINES

Do you really read the several trade publications which land on your desk every week? Do you really study the contents? Do you clip out and file the many important items which constantly appear in their pages?

There's a wealth of information contained in our trade press fellows ... information which can help you do a better job ... can keep you informed on up-to-the-minute developments, can provide you with a wealth of information, which properly used can further your own personal ambitions.

READ your trade press gang ... it's for YOU.

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SELL WITH SERVICE

I have a note from Norm Jackson ... reminiscing a bit about his days as a travelling auditor ... remember? Norm wonders what our boys are doing to encourage professionals ... doctors, nurses etc. to attend our theatres. They're busy folks, subject to call at any hour ... but they're tired folks too, and would just love to relax for a couple of hours at a good movie, providing it doesn't interfere with their professional duties.

Do you have a "call" system in your theatre? Do you take the trouble to tell them about it? Norm sent along a "Registration of Patron" card to me ... one he picked up in the Capitol, Winnipeg many, many years ago. It has space on it for the name of the patron and the exact location of his seat. Should a call come in during the performance, he can be located immediately, and without disturbing any other patron.

Do you do that? Do you tell your professional patrons about it? That's one of the things we mean when we talk about SERVING with Showmanship. Thanks Norm.

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WEDDING BELLS

During this past month several weddings of note, and of particular interest to all of us, were solemnized. Our very sincere congratulations to the happy brides, grooms and parents.

SHIRLEY, charming daughter of Mr. and Mrs. R. W. Bolstad, said "I Do" to David William Ashworth, on September 24th.

BEVERLY MARY, the R. G. Darby's pride and joy took unto herself a husband in the person of William James Nye, on October 8th.

OLGA SHARABURA, livewire manageress of our Orpheum in the Soo was married to J. Oscar Frenette, on October 17th.

DONALD STEIN, no stranger to our business, and son of our Eastern G.M. Morris Stein, marched down the aisle with Jan Susan Cooper, on October 20th.

Our very best wishes to all of you, for a long, happy and prosperous life of wedded bliss. To the parents ... may you derive a lot of pleasure from your new sons and daughters.

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MAKE USE OF YOUR H.O.

We have many departments at Head Office ... each one there to SERVE YOU. Are you taking the fullest possible advantage of this service, and the many years of experience back of it ...?

Take Jimmy Nairn's publicity department ... He's got a gang of guys whose specialty is SELLING. They do it every day, week in and week out. They know your problems ... They're well equipped to at least try to help you solve them. When is the last time you made use of the facilities and equipment of this department? Think a little, huh?

How about our audit department? I know that Dick Geering and Norm Jackson have plenty of headaches, as the result of some of you folks either disregarding or ignoring their instructions. You can make it an awful lot easier on yourselves and on the boys in the department if ... when you don't know, YOU ASK. They won't bite you ... honest.

Sometimes you're not quite sure as to the method of calculating your film rental ... or handling your advertising assist deductions. One short note to Al Troyer or Tommy Callendar can put you on the right track, and save a lot of headaches later.

The same holds true for every other department ... payroll, accounting, real estate, etc. THEY'RE working for YOU, so how about working right along with them? It'll sure pay off.

.x.x.x.

SAVE ... SAVE ... SAVE

Do you make up your operating schedule ... or do you leave it up to your projectionist? Don't laugh ... I know that plenty of our operators look after that part of a manager's work. How careful are you in lining up your show, in regard to overtime?

I've seen a lot of dollars go down the drain just because a programme was badly scheduled ... and you have too. What are you doing about it? Buying a "filler" for ten bucks to save four or five isn't good business, anymore than cutting your show off at 10.30 ... and it's done, believe me. Let's start treating the scheduling of our shows as the important factor it is in our drive for ECONOMY in operation ... but, let's use our heads too.

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A MESSAGE FROM JULES

I asked Jules Wolfe to pinpoint what he considers to be one of the important contributions a manager can make to the proper upkeep and maintenance of his property ... This is what Jules has to say on the subject ...

"Are you wasting PROFITS by poor maintenance?"

"Maintenance should not be treated as an "Orphan child." There is no phase of your theatre operation in which there is greater waste than in the maintenance of theatre properties."

"Your theatre represents a tremendous investment in building ... furnishings ... equipment. You should have better than a sketchy knowledge of exactly what is required for the proper maintenance and preservation of this valuable property."

"PREVENTATIVE MAINTENANCE means the anticipation of trouble before it can get started ... and your immediate attention to prevent costly repairs in the future ..."

"Regular managerial inspection of the building, furnishings and equipment, accompanied by a member or members of your maintenance staff ... plus constant reference to our Maintenance Manual ... that large red book ... will result in many dollars saved, which naturally results in relatively greater PROFITS."

"And don't forget fellows ... your managers' monthly Maintenance reports are extremely important ... as a guide to the boys in this department ... and as protection for yourself. Make sure that you complete one at the end of each month, and SEND IT IN REGULARLY."

Well, that's what Jules has to say on the subject ... and here is how it works in practice ... By a strange coincidence I received a note from Russ McKibbin of the Imperial in Toronto in the same mail ... and here's what Russ says ...

"The importance of a regular monthly house inspection as required by Jules Wolfe's monthly maintenance report was again proven this month, when we found a number of coping tiles loose on our roof. Ignored, or neglected they could have been very deadly missiles had a heavy wind blown them out on to the street."

See what we mean, fellows?

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YOUR CONFECTION BUSINESS

I have just read the several bulletins sent out by T.C.L. listing the leaders in the first month of their own 10TH ANNIVERSARY contest ... I'm happy for the leaders, but I'm truly disappointed in one of the paragraphs I read ... It's rather disturbing, and somewhat discouraging to read,

"Would you believe it??? In spite of those big prizes for sending in photos of promotions on POPCORN ... PEPSI COLA and ORANGE CRUSH, only THREE theatres have done so to date ... Amazing, isn't it?"

Yes ... amazing and unbelievable ... What's the matter? You guys so fat and money-happy that you just don't care whether or not you can earn some of those fancy prizes? Brother-r-r ... if I were in this thing I'd have a photo ... I'd have half a dozen photos on Jack's desk EVERY WEEK. I'd sure want to get my hooks on some of those prizes. Wake up guys ... I'm sure you're doing a whale of a job in merchandising your confections ... So, don't be so modest about it ... get your information, supported by photographic evidence in to Jack Fitzgibbons right away ... now, TODAY.

And also remember ... T.C.L. have a lot of eager beavers just begging to give you a hand. They're itching to help you get your share of the prize money. Make use of their experience and their very important contacts. This is for YOU ... not some guy in Podunk ...

Just for fun ... look at your last week's report ... Eliminate your confection profit ... HOW DO YOU STAND? Not so good, huh?

So ... what are you waiting for? Pennies from Heaven? Not much chance ... BUT ... there are plenty of dollars from T.C.L. headed your way, IF YOU WANT THEM.

.x.x.x.x.x.

THOSE SMALL BILLS

I have a note on my desk from Norm Jackson, and with it a quote from Benjamin Franklin, to wit ... "Small bills, however trifling when compared singly, in the aggregate form a fund so large that the withholding has often ruined an otherwise prosperous business." Makes good sense, eh?

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WHO'S KIDDING?

Well, seems as though there are still a few in our midst who can't seem to understand just what we're after in this PROFIT BLITZ FOR FITZ. A couple of our managers, and I might mention that they're men who should know better ... have been sending in their weekly folders quite regularly - one even made up a special scrap-book ... and what do you think I found? Nothing but their newspaper ads for the week. S'a fact.

That's SELLING? Come, come now ... We're not a bunch of amateurs, I know ... at least I hope that every one of you inserts a display ad in his newspaper every day. What we're after is those items which are over and beyond your daily routine.

I want details of co-op pages ... special stunts ... promotions ... direct tie-ups with your merchants ... Ideas for economy in operations, for improvement of service, for increase in PROFITS.

Let's quit playing games fellows ... This is for real. This is a BLITZ, remember? YOU'RE in this too ... So, buckle down ... start thinking ... start planning ... start DOING.

Start ... yes, start BLITZING for FITZ.

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This item was sent in to me ... by one of my readers, and strangely enough it condenses to capsule size what I had to say on my front page of a couple of issues back. It's credited to George MacDonald, and goes thus ...

"No man ever sank under the burden of the day. It is when tomorrow's burden is added to the burden today, that the weight is more than a man can bear ..." Recognize it?

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AL HARTSHORN'S BACK

Well ... our regular skipper of the Regent in Oshawa is back in harness ... and this time, sez he ... "It's for keeps." Al, as most of you know was for many long weary months confined to the Mountain Sanatorium in Hamilton, where he underwent some pretty serious surgery. He's good as new now ... back on the job ... and rarin' to go. Welcome home, Al.

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OVER BEN'S SHOULDER

"Greetings again, gang ... I have just read Drive Captain Dan's latest epistle to the BLITZ BRIGADE, and noticed the heading on page 2 ... ENTHUSIASM IS INFECTIOUS ... Well, I certainly am enthused about some of the results that I see on the Daily Receipt sheet which I have before me now ... and I would like to pass along to you some interesting information, in the hope that you will become infected ... with ENTHUSIASM, I mean."

MR. ROBERTS - "This attraction is continuing to do exceptional business in all of its engagements in the Key theatres. Toronto has just finished a very strong second week, and is now starting on the third. Vancouver has finished three BIG weeks in the Capitol, and is moving over into the Strand. The sub-keys will open soon, so you can all look forward to some EXTRA SPECIAL business."

MY SISTER EILEEN - "Here's one that's showing some very encouraging results, so you fellows who will be playing this Columbia attraction can get set and plan your campaigns. There are some really enticing cartoon-type ads available for this very entertaining picture."

PETE KELLY'S BLUES - "This is a good, solid attraction, not smash, mind you ... but very good ... especially for limited engagements in the split-week theatres. Here is a good chance to go after that teen-age patronage of yours."

WE'RE NO ANGELS - "Here's one that's certainly living up to its early promise. You can sell this swell comedy to the very utmost of your ability as a Showman ... It does business in all types of theatres ... and what's more, it PLEASES all types of audiences."

ULYSSES - "Here's one that needs special treatment ...! We've only had a couple of engagements to date, and to be truthful, they were very disappointing. We have been getting reports from south of the border of the exceptional business being done by this attraction, and as a result we are arranging to follow their type of selling campaign, more of which you will hear from Morris Stein and Bob Eves. Apparently ULYSSES has great potentialities, so don't let your booking stand unless you have all the information as to how it should be handled to the very best advantage."

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THE McCONNELL STORY - "This is indeed a surprise picture, and is turning in unexpectedly good grosses. Watch for it on your booking schedule ... and then, ride it hard."

"And now, may I talk for a moment on the subject of FILM RENTALS ... Don't be too worried when you see terms of 40% or 50% on your booking schedules ... True, these are the basic terms of our deals for the pictures in question ... but all of these high percentage pictures are subject to adjustment based on their grosses. You may be assured that the results of each of these pictures are carefully checked, and the best possible effort made to adjust the terms to our ultimate advantage ..."

"So long now fellows ... Keep Blitzing, and put that PROFIT into our PROFIT BLITZ FOR FITZ. See you next week."

Ben Geldsaler

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Well guys ... now you have Ben's story for this week ... You know what? I'm right here in the office, and still I learn plenty from Ben's most enlightening "Blitz" extras ... so certainly you fellows who are hundreds, or thousands of miles away from here should get plenty of information and valuable sales-hints from these articles.

Ben is certainly honest ... If a picture isn't doing the business, he tells you that ... and tells you WHY. He's not trying to kid you ... and presents the facts ... just the facts, man.

Hope you're enjoying this column as much as I am ... and please remember ... it's designed for only one purpose, to keep you INFORMED, and to give you some good, practical help in our PROFIT BLITZ FOR FITZ.

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And now ... let's take a quick trip around the circuit, from East to West, and from North to South ... and see what our gang of Ballyhoosers is doing in the way of Publicity ... Public Relations, and good solid all-around selling.

If you'll turn the page ... you'll see what I mean.

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SAVE WITH SHOWMANSHIP

G.A. Walters of the Prince Edward theatre in Charlottetown is always looking to save a buck ... One deal saves him \$216.00 every year. As is considered customary, he used to purchase crushed ice each day for his drink dispensers ... then he got a bright idea ... and now he places several pans of water in the bottom of his ice cream coolers ... These freeze overnight, and he has plenty of ice for the dispensers. Simple and effective. Doesn't affect the ice cream in any way. Nice going.

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Bill Wilson of the Paramount in Edmonton sends this along ... He has something like 70 aisle lights in his theatre, and they seem to pop out almost as fast as he can replace them. The numerous bulbs plus replacement time can mount up to a lot of dollars in the space of a year. Bill changed from the regular 120 to 220 V lamps ... and while he doesn't get as much light as formerly, he tells me that in nearly a year he hasn't had to change a bulb ... and the light he gets out of his 10W lamps is more than enough. Sounds practical.

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BLITZ BITS

DOMINION & ATLAS - VICTORIA

Martin Cave runs a "4 Star" show at the Atlas every Saturday afternoon ... At the most recent one, he added five cartoons to his regular program ... had four popular members of the Victoria Professional hockey team on the stage ... promoted ten hockey sticks, which were autographed by the players and handed out as lucky ticket prizes ... and jammed his theatre. Sounds like the kind of a deal nearly every one can promote ... and at no cost.

At the Dominion theatre, when Martin has an "Adult" picture booked on a Saturday, he doesn't follow the standard procedure and replace it with another feature ... Instead, he books five or six cartoons and turns it into a Kiddies' Carnival ...

Tells me that so far his results have been exceptionally good ... and does he ever sell popcorn and candy ...

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TIVOLI and DOWNTOWN - HAMILTON

I like a good Public Relations deal ... and this one, sponsored jointly by Paul Turnbull and Don Edwards, is great. It took the form of a newspaper carriers' show, and while it does follow a pattern, the amount of advance planning and the resultant publicity is nothing short of amazing. The special show was held on the morning of the 8th ... Let's see what the Spectator came through with in advance.

On Tuesday, a 240 line pic and good story ... Wednesday saw a FULL PAGE, with prominent mention of the two theatres ... On another page a covering news story ... on still another page, a single column pic. Thursday, a good story ... same thing on Friday. On the day of the show, the noon edition carried a good three column spread with story of the event, and on another page a 330 line pic of the line-up in front of the theatres. All told, 3,475 lines of free space during the week.

The Spectator printed and distributed via their carriers, 10,000 special heralds, carrying the announcement, and giving generous mention to the attractions at both theatres ... The local T.V. station, C H C H - TV gave out with some good "Telops" in advance, featuring the attractions. C K O C contributed two 15 minute broadcasts of specially prepared tapes. What more can a guy expect?

Keeping your theatre in the public eye is good business at any time. The effort expended by Don and Paul to put this across can't help but pay off, not only in better relations with their press and radio, but I'm sure in plenty of future ticket sales. Nice going fellows.

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GAIETY - WINNIPEG

Got a note from my old friend Frank Willis, and note a rather cute gimmick he tried when he played MAN WHO LOVED REDHEADS ... He made an offer ... played up on a large attraction board in front of the theatre ... Any adult ticket purchaser ... male ... could bring his lady friend in as a guest of the theatre ... IF she happened to be a redhead.

Not too many takers ... but it sure caused a lot of excitement for a while.

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REGENT - OSHAWA

Although Al wasn't officially back at work yet ... he noticed that LADY & THE TRAMP was booked, but no mention of a morning show ... and on a holiday yet. So, quick he called a conference with Charlie ... re-arranged the program ... opened at ten ayem on Thanksgiving Day, and played to 1200 young'uns before noon. Just goes to show ...

Incidentally, Al arranged the schedules so as to have a complete performance between four and six ... to give the school kids a chance to get in on their way home from school ... Result? 1000 extra admissions picked up during the engagement. That's exactly what we mean by SELLING and SERVING with Showmanship.

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PROFIT BLITZ with Showmanship ... FOR FITZ

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STRAND - TRAIL

Alex Barclay informs me that during his engagement of MEN OF THE FIGHTING LADY, an R.C.A.F. recruiting unit happened to hit his town, and he invited them to set up an information booth in his lobby ... The men weren't too happy about having to work evenings, but provided Alex with a batch of literature and some really swell coloured photos which he used to make up a very attractive display.

For 7 LITTLE FOYS, he dressed up five young lads and a cute gal, and had them parade the down town area, appropriately bannered. In the way of P.R., on National Newsboys' Week, Alex invited the 45 carriers in town as his guests to see FOYS.

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CAPITOL - ST. KITTS

I see photos of two really outstanding window displays on IT'S ALWAYS FAIR WEATHER ... in good, down town stores. Vern tells me that the "Morning Melodies" hour still plugs his attractions every day, in return for a couple of Oakleys per week. I also note that his weekly tie-up with New Method Cleaners is still in effect, and this week again, he gets good mention in their daily newspaper ad.

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PARAMOUNT - HALIFAX

So now it's "National Fish Week," and what better place to promote it than in Halifax? Freeman Skinner played up his N.F.B. short LOBSTERS ARE A COMMUNITY AFFAIR, and the fish industry certainly backed him up. They placed a really terrific display in his lobby, a real crowd-stopper ... and made mention of the pic and theatre in every newspaper ad run during the week. In addition, mention was made on all T.V. and radio programs. Good? I'll say.

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CAPITOL - REGINA

For his date on LADY AND THE TRAMP, Hilly Gunn arranged for an even dozen excellent grocery store displays, through the co-operation of Kellogs. In return for a small, attractive Kellogg display in the lobby, both local radio stations came through with many free plugs, with generous mention of pic and theatre.

All the news-stands in town posted large cards calling attention to the attraction, and to their sale of the comic books. Six music stores also placed displays in their windows, tying in, but of course, with the musical selections.

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CAPITOL and ROYAL - TRURO

Gerry Tipper really got himself a co-op page on NEVER TOO YOUNG, but what a page ... A banner headline across the top proclaims that YOU'RE NEVER TOO YOUNG to Shop Wisely ... and every co-operating merchant alluded to the title in one way or another ... and you know why? Gerry had to hustle around and sell all the ads himself ... All the paper did was print the page. Nice work, nice deal. T'ain't easy ... but the results are worth it.

For WOMAN'S WORLD, Gerry tried something just a little bit different in newspaper advertising, and I really like it ... His newspaper has eight pages ... So, Gerry placed a single column teaser ad, each with a different star featured, on each of the eight pages, and on the back page, really slugged them with his regular ad. The entire paper just seemed to be loaded with WOMAN'S WORLD stuff.

What did it cost? At .35¢ per column inch ... you figure.

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CAPITOL - TORONTO

Henry Marshall's assistant, Ed Meyers happened to have access to one of the finest gun collections in the city ... and Henry was playing GUNFIGHTERS OF THE NORTHWEST ... so, naturally between them they created a terrific lobby display. Seems that everybody is interested in firearms ... not only the big he-men, but the gentler sex too ... One gentle-sexer was heard to comment ... "Boy, what a collection ... I'd like to turn every one of them on my husband ..." Some fun, eh? But ... it did draw attention to his coming attraction.

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GRAND - KINGSTON

Trueman Walters encourages his Satayem business by offering candy bars to the first 200 kids purchasing tickets ... every Saturday. He used the same deal for his Thanksgiving morning kids' show, and tells me he packed the joint.

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THINK before you DO, and you'll PROFIT BLITZ FOR FITZ.

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CAPITOL - LONDON

Bill Trudell advises us of a series of "Teen Time" shows he is producing on Saturday mornings to try and drag the university and other teeners into his theatre. The show is emceed by one of the popular C F P L deejays, and features live talent from London and district. To get the thing off to a start, Bill arranged to have Priscilla Wright, the "Man in a Raincoat" gal, to appear at his first showing. In addition to the stage and screen shows, Bill has promoted a number of excellent prizes ... records, watches, hosiery, shirts etc. for use as prizes. Let's hear how the deal works out, Willie ... sounds good.

.x.x.x.x.

METROPOLITAN - WINNIPEG

Eddie Newman sent along a photo of his candy bar, in full Fall dress, just in time for Thanksgiving Day. Looks terrific.

Profit Blitz for Fitz'

SEPT. 5th
TO DEC. 3rd
1955

HONOURING 25 YEARS OF INSPIRED
LEADERSHIP IN FAMOUS PLAYERS



\$10,000
IN CASH PRIZES

PROFIT with showmanship
SERVE with showmanship
SAVE with showmanship
SELL with showmanship

National Drive Captain
DAN KRENDEL

ORPHEUM - SOO

Olga had DAM BUSTERS booked, and really went all-out on it ... The highlight of her campaign was a full-scale T.V. interview, at no cost, and it was a pip. One of the original Dam Busters is a Soosite ... guess that's what they call them up in the Soo ..., name of Dave Rogers, D.F.C. who just happened to participate in every one of the raids ... It was quite a task, but Olga talked him into appearing on the station's "Highlight Personalities" program, and tells me that he was terrific. In fact, the station insisted on bringing him back for another interview on the opening day of the picture. The whole show was strictly DAM BUSTERS, and sez Olga ... sold plenty of tickets for her.

The air cadets were invited to the opening, and staged a very colourful, full-dress parade from the armouries to the theatre ... Also invited the top brass at Kinross, the jet air base on the Michigan side of the border. W S O O carried good stories on the latter.

I see photo of one of the best windows I've seen ... in Virenes Men's Wear Shop ... A very colourful poster surrounded by photos of the original DAM BUSTER premiere in London, England, which Olga borrowed from another Dam Buster in Winnipeg ... Boy, how that gal gets around ... The centre of attraction was a model in full R.A.F. uniform, bedecked with medals, and copy of the Toronto Daily Star carrying the story of the raids. An excellent campaign which resulted in good business.

.X.X.X.

FORT - FORT WILLIAM

Gordon Carson runs a "Teen Talent Jamboree" on his stage every Friday night ... and he's got the schools all hopped up about it too. As a matter of fact, the student councils of the various schools do all the work for him ... select contestants, and conduct their own talent hunt, before submitting the winners to Gordon. These in turn appear on his stage, and compete for real cash prizes. The winners are invited back on the fourth week for a jackpot prize. Gordon tells us it's working out swell.

Gordon doesn't just toss a serial on his screen and hope for kid business ... He really sells it. I note that for the opening of a new serial he handed out very attractive crests to the first five hundred ticket buyers, and also promoted ice creams for the same number. Naturally the show was a sell-out.

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National Drive Captain
DAN KRENDEL

PARAMOUNT - EDMONTON

Nice note from Bill, with details of a terrific fashion show tie-up on LOVE IS A MANY SPLENDORED THING ... Bill contacted the Fashion Dress Shop, and made a deal ... He'd let them put on a terrific fashion show on a fifty-fifty basis ... They to pay all the expenses, and Bill to provide the audience. Fair enough?

The store hired six professional models, and displayed the various dresses worn by Jennifer Jones in the picture. Also hired one of C H E D's announcers who did the dialogue ... and naturally carried news of the event on his own deejay show, with very, very generous mention of the Paramount. Bill used this fashion show on three matinees and three evenings, and tells me the reaction ... from both sexes ... was really terrific.

A week prior to the showing, one of the models was on hand every evening, with a mounted poster announcing the coming event. Bill sez it paid off in many, many extra dollars at the old B.O. Incidentally, the Fashion Shoppe inserted and paid for a large newspaper ad, and also used its entire front window for a Paramount display.

Swell deal, Bill.

.x.x.x.x.

EXTRA THOUGHT ... EXTRA DOLLARS ... EXTRA PROFITS

.x.x.x.x.

CAPITOL - NORTH BAY

For his date on TO CATCH A THIEF, Bob got himself some nice space on a half-page co-op in the Daily Nugget. A good window in the display room of Palangio Motors. All local hotels posted with good displays during the run.

That's all Bob? What's happened to you? Used to be a time you'd have sneered at this kind of an entry ... Come on boy, let's get some of that old pep, into those old bones, and really start Blitzing.

This is a BLITZ, man ... a PROFIT BLITZ FOR FITZ.

Profit Blitz for Fite'

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DAN KRENDEL

CENTURY - HAMILTON

Big spread in the Hamilton Spectator on the Century's re-opening, and hundreds of line of space welcoming back the Famous Fun Festival which features their Junior Press Club. The Spec also provided fifty prizes for the opening Saturday's show.

C K O C came through with plenty of free plugs for the opening, and featured the title tune from LOVE IS A MANY SPLENDORED THING, with good theatre credits. In Saturday's edition of the Spec, the syndicated column by Harold Heffernan was devoted to "Teams" using the Holden-Jones combo to illustrate his point, with credit to the pic at the Century.

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ST. CLAIR - TORONTO

George Morrell gives away pirate hats to the kids, with every purchase of popcorn, and tells me his sales have really gone up ... Each week George has a stage draw for the youngsters, with silver dollars, airplane kits, candy etc. as the prizes. The kids love 'em, and he has no trouble finding winners.

George has reactivated the old "Birthday Club" idea, and has it in the works again. Every kid registering, receives a birthday card from the theatre, and every once in a while ... based on consistent attendance ... is guest at a free show. It worked for us many years ago ... no reason why it shouldn't still be a good thing to get the small fry interested.

.x.x.x.x.

KEEP BLITZIN' ... WITH PROFITS

.x.x.x.x.

ORPHEUM - MOOSE JAW

For HOW TO BE VERY VERY POPULAR, Ed got himself a really fine centre spread story in the local daily, plus a banner headline and several good, co-op ads, each using the feature title ... All advertisers also used good window displays in support of the attraction. Ed invited the mayor and council to see the short "Survival City" and hopes to get himself some good newspaper coverage as a result.

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DAN KRENDEL

ROYAL - GUELPH

For his KING'S THIEF date, Ted Doney again came through with a fine half-page co-op in the Guelph Mercury ... paid for by the Purves Electric Company, and tying in the tag line ... "It's a Steal" in merchandising some of their wares. Two good scenes on off-theatre-pages.

In the way of Public Relations, Ted, together with the other two managers in town staged their annual "Variety Club benefit show ... in aid of Variety Village, a vocational guidance school for physically handicapped boys, supported by the Variety Club of Ontario. In addition to a screen show, several C.B.C. artists contributed their services, and nearly a thousand bucks was raised.

The Mercury published a large picture of the managers and M.C. with an excellent covering story. This is GOOD Public Relations for our industry as a whole.

.x.x.x.

UPTOWN - WINNIPEG

Andy Ostrander sends along sample of a monthly program he publishes. This is distributed door-to-door, in stores, cars and at the theatre. It's paid for by advertisers on the back page, who also donate prizes used on a lucky number deal.

Andy also uses records as a come-on for the sale of the large popcorn. On Saturday afternoons he switches to "Fancy Patches" and comic books. His sales are away up.

.x.x.x.x.

CAPITOL - SUDBURY

Jeff's ELMER deal still going ... not too good ... but going ... Keep slugging Jeff ... it's bound to build up.

For IT'S ALWAYS FAIR WEATHER, Jeff tossed ten bucks to the radio station, and wound up with, in addition, a full fifteen minute program built around the tunes from the picture ... with, naturally, excellent theatre credits. The local Melody Music store made daily mention of the attraction on their own radio program, and put in a good window display.

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REGENT - BROCKVILLE

Les Mitchell sends along a fine campaign on DAM BUSTERS. Naturally he worked with the R C A F, and arranged to have four CF-100 aircraft "buzz" the main street on opening day ... To see people duck you'd have thought a full scale raid was in progress ... but it got the point across. The local Ground Observer Corps were prevailed upon to hold a Wings presentation on the theatre stage opening night. Colourful ceremony, and the audience really ate it up.

Les had it all planned to have the R C A F come up from Ottawa for a parade on opening night ... but at the last minute they were requisitioned to meet some arriving V.I.P. ... so, Les did the next best thing ... arranged for the local Police department's girls' bugle band to do the parading ... and you know what? I'll bet it made a much bigger splash. The gals paraded from one end of the town to the theatre, and performed for fifteen minutes before marching in. The local daily came through with an excellent pic and several good stories on the activities.

Nice stuff Les ... Keep it up.

.x.x.x.x.

STRAND - VANCOUVER

For his date on BAR SINISTER, Dick Letts went after the family trade. He obtained excellent window displays in the four leading pet shop, a restaurant and a barber shop ... all plugging the line, "A wonderful Family Picture."

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ORPHEUM - PRINCE ALBERT

When he played SIMBA, Jack Mahon bought a quantity of "Red Hands" mounted on mystic tape and imprinted with his feature title, and stuck them on windows, taxis etc. around town. His prize promotion is the arrangement he made with the local newspaper, to overprint one of their pages with the red hand ... Haven't seen this done in a long time. It's novel, and certainly couldn't help but draw attention to the Orpheum's bill.

.x.x.x.x.

KEEP BLITZING ... and you'll PROFIT BLITZ FOR FITZ.

Profit Blitz for Fitz'

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DAN KRENDEL

STRAND - BRANDON

Just got a batch of stuff from Pearl Treleaven who has been absent from the theatre on a relief stint for a few weeks ... and from what I can see, we're going to get some real action for the duration of our drive.

The first thing she did was to call a meeting of her entire staff ... at which time she explained in detail our PROFIT BLITZ FOR FITZ, and encouraged everybody to get into the act ... Tells me they were all tickled at the idea of being considered as part of the team, and that's good.

I notice that Pearl has a series of "Homitis" ads running in the local daily. The newspaper won't print them free, so how does Pearl get around that one? Simple, if you wanna work at it, She sold a couple of local merchants on the idea of splitting the cost, in return for a small ad for each. Not bad, eh?

For her date on GIRL RUSH, Pearl dressed ten attractive gals in pedal pushers and sweaters, and tossed one boy in for good measure. Each carried one letter of the title, and paraded the main drag in advance of the showing.

For TO CATCH A THIEF, two of her usherettes were dressed as policemen, with oversize clubs, handcuffs, guns, whistles etc. and the doorman, in heavy beaver coat was the thief ... Each was placarded with pic copy, and the gals had themselves quite a time chasing the thief all over town, in and out of stores, and even through a bank.

Pearl is also using records as give-aways with the large size pop corn, and reports good results.

.x.x.x.x.

VICTORY - TIMMINS

For LOVE ME OR LEAVE ME, Jack Bridges arranged with all the band-leaders in town to feature the music throughout his run ... He also arranged to have the tunes played over the p.a. system at the Empire Hotel, plus theatre credits.

Three good downtown windows ... and, the Eddy Record Bar used tunes right off the sound track on their regular radio programs over both C K G B and C F C L.

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TIVOLI - HAMILTON

For his PETE KELLY'S BLUES engagement, Don really went after the networks, and I see a directive from the program director at C K O C to all personnel, to pump the tunes and biographical background of the pic on every possible spot. And ... sez Don, they really did.

Don has a deal with the local Forum, where in return for a couple of weekly ducats his attractions are prominently mentioned over the P.A. at all local events.

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PARAMOUNT - KAMLOOPS

This is a new one ... First, Phil Tucker slips a pass for the following Saturday matinee in a few of his popcorn boxes, and so advises his juve patronage ... Sells lots of corn too. BUT, get this ... He tells the kids to take their empty containers home with them, write their name on the flap and bring itback the following week ... The names are placed in a container and certain ones drawn for lucky prizes.

And that's not the only advantage ... No cleaning to do after the matinee ... No popcorn boxes under-foot ... no mess ... The kids take it all home with them. Good gag, Phil.

.x.x.x.x.

SERVE and SAVE with SHOWMANSHIP

.x.x.x.x.

PALACE - GUELPH

Herb hasn't had too much success with his local Mercury ... but he still tries, and one of these days the guy's gonna really bowl 'em over. In the way of P.R. he arranged a party for the mothers of the Merc's carriers, to see LOVE IS A MANY SPLENDORED THING ... promoted roses for all of them, and really played the perfect host. The Mercury published a 270 line pic of the two principals in the film, and came through with over 300 lines of good copy.

The C J O Y deejays really slugged the title tune, and for two weeks in advance it was all one could hear over the airwaves.

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CAPITOL - BRANDON

Len Turoldo had WE'RE NO ANGELS booked, and figured it wouldn't get him a dime in kids' biz on Saturday ... Sa-o-o ... quick he got in touch with his booker, arranged for a number of cartoons, promoted several hundred metal rulers from the Lowney company, and had himself a Kiddies' Kartoon Matinee ... Turned out good, too. It all helps, fellows.

To stimulate the sale of popcorn, Len had a giant display made up for his back-bar, with an offer of hidden passes for the following Saturday matinee ... Brother-r-r ... did he ever sell corn?

I note a good-sized pic in the daily, showing a group of several local firemen, addressing the Capitol audience. Seems that Len tied in with the local Fire-prevention week, by having these gents visit his theatre and put on a "Fire Quiz" ... Went over well, and is certainly excellent P.R.

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PROFIT with P.R. ... PROFIT REVENUE

.x.x.x.x.x.x.

PARAMOUNT - MONCTON

Murray Lynch has his local hotels selling book tickets for him. He leaves with the desk clerk a couple of books of his various priced tickets ... has a neat sign advising patrons of the fact, and collects the gross price when the books are sold. Hotel likes it, so do its customers. Just another service.

I see an item in the local daily, congratulating Murray on his very fine address on Showbusiness, from its birth to the present time, to the local Kiwanis club. This too is good P.R.

Murray doesn't like wasting money .., figures that a buck saved winds up on the right side of the ledger at the end of the week. Noticing that only an odd customer comes in after about 9.20 at night, Murray began cutting his marquee flashers and floodlights at that time, even though his boxoffice remains open until 9.45 ... Tells me there's plenty of light from his readograph and display frames. This month as against the same month last year, he showed a saving in hydro of \$50.00.

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PARAMOUNT - CHILLIWACK

The local Kinsmen sponsor an annual Hallowe'en party for the small fry, and in the past used to hand out bags of candy as a means towards keeping the kids happy. Claude Smith got into the act, did some fast talking, and now ... the youngsters wind up with a matinee ticket to the Paramount. Nearly 400, this year.

Claude also informs us that his large-size popcorn sales have really zoomed since he started handing out a record with each sale. The records cost you a nickel ... leaves plenty of profit on the deal.

In advance of school-opening, Claude rented his theatre to a local drug store for a Saturday morning show ... Got a good rental out of it, good advertising from the drug store ... and wound up with a fine profit after deducting his small operating costs. It's extra revenue guys ... That's how you can beat those quotas of yours.

.x.x.x.x.

TOP THOSE QUOTAS ... PROFIT BLITZ FOR FITZ

.x.x.x.x.

ALGOMA - SOO

I see a good, 280 line ad inserted in the local daily by the French Hat and Dress Shoppe, headed LOVE IS A MANY SPLENDORED THING ... Also note that Norm gets himself a pretty fair ad on the weekly "Know Your Merchant" page, in return for three ducats each week ... C J I C came through with some excellent support, via its deejays airing of the title tune from LOVE, for one full week in advance of the playdate.

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ROYAL - WOODSTOCK

For his date on 7 LITTLE FOYS, Earl Scandrett arranged windows, good ones, in three local down town stores ... Promoted two spots daily over C K O X ... spotted 1-sheets in all the rural post offices within a radius of 25 miles of Woodstock.

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SHEAS - TORONTO

Len had quite a campaign on LADY & THE TRAMP, but he condenses his particulars on one sheet of paper ... so, can't blame me if I don't manage to get it all in. The Kellogg people really played ball, and Len tells me that they distributed a fabulous amount of good advertising for him, covering just about every store in the city selling their products.

Len is well known and well liked by the local radio people, so he had no trouble in planting the music with the deejays, all of whom came through in great style with generous plugs for the pic. Len arranged for a popular disc jock from C K F H to do his regular evening show from the theatre lobby ... and, adds Len, "You may be sure that your "Hammy" correspondent got several interviews during this period ..." Another local radio personality devoted two of his Sunday programs to music and narrative from LADY & THE TRAMP. Len also wrote personal letters to twenty two local columnists, inviting them to be his guests. They were, and they DID, but good.

.X.X.X.X.

CINEMA - VANCOUVER

For STRANGER'S HAND, Wally Hopp used bumper strips on 100 local taxis ... Also 50, especially designed window cards around town. On LAST COMMAND, six good windows around town were dressed up. Wally produces his own heralds now ... Bought himself an electronic stencil machine ... makes his own master copies, and gets the local Gestetner dealer to run them off for him. The finished herald costs him about half the price charged by the exchanges, and isn't at all bad looking. Might be an idea there.

.X.X.X.X.

NORTOWN - TORONTO

For LADY & THE TRAMP, Mike King ran a "Pin the tail on the Tramp" contest for the small fry ... admitting free those who managed to pick the right spot. A good display was set up in Topp's Toy Town. A very cute, provocative display, of the Lady and the Tramp was placed alongside a fire hydrant near the theatre, and caused many a chuckle ... at the same time drawing attention to the attraction.

.X.X.X.X.

Wanna know where you stand? Turn the page man ... just turn the page.

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DAN KRENDEL

5TH WEEK'S STANDINGS

O.K. Guys ... here they are ... your standings in our PROFIT BLITZ FOR FITZ covering the 5th week of our 13 week drive ... Some look good ... others not so good ... depending on what end you're looking at. Some of you are still in the cellar, and the stairs may look awfully steep to you ... BUT, always, where there's a will there's a way ... So ... how about finding the way, huh? Now let's see what's doing.

.x.x.x.x.

GROUP 1

- | | | |
|---------------|---|--------------|
| 1. Vancouver | - | Capitol |
| 2. Winnipeg | - | Metropolitan |
| 3. Sudbury | - | Capitol |
| 4. Edmonton | - | Paramount |
| 5. Regina | - | Capitol |
| 6. Toronto | - | Imperial |
| 7. Calgary | - | Palace |
| 8. Winnipeg | - | Capitol |
| 9. Saskatoon | - | Capitol |
| 10. Calgary | - | Capitol |
| 11. Ottawa | - | Capitol |
| 12. Toronto | - | Sheas |
| 13. Halifax | - | Capitol |
| 14. Edmonton | - | Capitol |
| 15. London | - | Capitol |
| 16. Vancouver | - | Orpheum |

- | | | |
|-----------------|---|-----------|
| 15. Rouyn | - | Capitol |
| 16. Lethbridge | - | Capitol |
| 17. Rouyn | - | Paramount |
| 18. Moose Jaw | - | Capitol |
| 19. Ft. William | - | Capitol |
| 20. Vancouver | - | Strand |
| 21. Timmins | - | Victory |
| 22. Barrie | - | Roxy |
| 23. Soo | - | Algoma |
| 24. Lethbridge | - | Paramount |
| 25. Calgary | - | Strand |
| 26. Brockville | - | Capitol |
| 27. Pt. Arthur | - | Paramount |
| 28. Ottawa | - | Regent |
| 29. Fredericton | - | Gaiety |
| 30. Pt. Alberni | - | Paramount |
| 31. Toronto | - | Nortown |
| 32. Victoria | - | Royal |
| 33. Sydney | - | Vogue |
| 34. Pr. Albert | - | Strand |
| 35. Brantford | - | Capitol |
| 36. Halifax | - | Paramount |
| 37. St. John | - | Paramount |

GROUP 2

- | | | |
|------------------|---|-------------|
| 1. Quebec | - | Capitol |
| 2. Toronto | - | University |
| 3. Hamilton | - | Tivoli |
| 4. Charlottetown | - | Pr. Edward |
| 5. Truro | - | Cap & Royal |
| 6. Toronto | - | Eglinton |
| 7. Timmins | - | Palace |
| 8. Oshawa | - | Regent |
| 9. Charlottetown | - | Capitol |
| 10. North Bay | - | Capitol |
| 11. Hull | - | Cartier |
| 12. Timmins | - | Broadway |
| 13. Victoria | - | Capitol |
| 14. Windsor | - | Capitol |

GROUP 3

- | | | |
|------------------|---|------------|
| 1. Kentville | - | Paramount |
| 2. Campbellton | - | Cap & Par. |
| 3. Peterboro | - | Paramount |
| 4. Vancouver | - | Cinema |
| 5. Windsor | - | Palace |
| 6. Vancouver | - | Dominion |
| 7. Niagara Falls | - | Seneca |
| 8. Sarnia | - | Capitol |
| 9. 3 Rivers | - | Capitol |

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National Drive Captain
DAN KRENDEL

GROUP 3 (cont'd.)

| | | | | | |
|--------------------|---|--------------|---------------------|---|-----------|
| 10. Hamilton | - | Downtown | 8. Kamloops | - | Paramount |
| 11. Cornwall | - | Palace | 9. Pr. Rupert | - | Totem |
| 12. Cornwall | - | Capitol | 10. Winnipeg | - | Starland |
| 13. Kenora | - | Paramount | 11. Shaunevan | - | Plaza |
| 14. Dalhousie | - | Capitol | 12. N. Battleford | - | Empress |
| 15. Penticton | - | Capitol | 13. Vernon | - | Capitol |
| 16. Guelph | - | Palace | 14. Medicine Hat | - | Roxy |
| 17. Kingston | - | Capitol | 15. Red Deer | - | Crescent |
| 18. Medicine Hat | - | Monarch | 16. Lethbridge | - | Roxy |
| 19. Edmonton | - | Empress | 17. Woodstock | - | Royal |
| 20. Nelson | - | Civic | 18. Bathurst | - | Kent |
| 21. N. Westminster | - | Columbia | 19. Brandon | - | Capitol |
| 22. Noranda | - | Noranda | 20. Pr. Rupert | - | Capitol |
| 23. Kentville | - | Empire | 21. N. Battleford | - | Capitol |
| 24. Belleville | - | Belle | 22. P. La Prairie | - | Playhouse |
| 25. St. Kitts | - | Capitol | 23. Red Deer | - | Capitol |
| 26. Owen Sound | - | Classic | 24. Nanaimo | - | Capitol |
| 27. Saskatoon | - | Daylight | 25. Barrie | - | Granada |
| 28. Amherst | - | Cap & Par. | 26. Trail | - | Strand |
| 29. Regina | - | Metropolitan | 27. Woodstock, N.B. | - | Capitol |
| 30. Brandon | - | Strand | 28. Flin Flon | - | Northland |
| 31. Pt. Alberni | - | Capitol | 29. Brockville | - | Regent |
| 32. Pr. Albert | - | Orpheum | 30. Regina | - | Rex |
| 33. Moncton | - | Paramount | 31. London | - | Patricia |
| 34. Guelph | - | Royal | 32. Regina | - | Grand |
| 35. Sydney | - | Paramount | 33. Owen Sound | - | Savoy |
| 36. St. Kitts | - | Lincoln | 34. Chilliwack | - | Paramount |
| 37. Edmonton | - | Strand | 35. Glace Bay | - | Savoy |
| 38. Chatham | - | Capitol | 36. New Waterford | - | Paramount |
| 39. Galt | - | Capitol | 37. New Waterford | - | Majestic |
| 40. Victoria | - | Dominion | 38. Murdochville | - | Paramount |
| 41. Winnipeg | - | Lyceum | 39. Winnipeg | - | Gaiety |
| 42. Welland | - | Capitol | 40. Pt. Arthur | - | Colonial |
| 43. St. John | - | Capitol | | | |

GROUP 4

| | | |
|----------------|---|-----------|
| 1. Fredericton | - | Capitol |
| 2. Soo | - | Orpheum |
| 3. 3 Rivers | - | Rialto |
| 4. Moose Jaw | - | Orpheum |
| 5. Kingston | - | Grand |
| 6. St. Thomas | - | Capitol |
| 7. Kelowna | - | Paramount |

GROUP 5

| | | |
|----------------|---|----------|
| 1. Toronto | - | York |
| 2. Toronto | - | La Plaza |
| 3. Windsor | - | Tivoli |
| 4. Toronto | - | Beach |
| 5. Toronto | - | Parkdale |
| 6. Toronto | - | Alhambra |
| 7. Ft. William | - | Royal |
| 8. Ft. William | - | Fort |

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TO DEC. 3rd
1955



\$10,000
IN CASH PRIZES

PROFIT with showmanship
SERVE with showmanship
SAVE with showmanship
SELL with showmanship

HONOURING 25 YEARS OF INSPIRED
LEADERSHIP IN FAMOUS PLAYERS

National Drive Captain
DAN KRENDEL

GROUP 5 (cont'd.)

| | | | | | |
|-----------------|---|--------------|----------------|---|-----------|
| 9. Toronto | - | St. Clair | 32. Toronto | - | Oxford |
| 10. Toronto | - | Century | 33. Toronto | - | Beaver |
| 11. Toronto | - | Grover | 34. Toronto | - | Oakwood |
| 12. Calgary | - | Hitchin'Post | 35. Winnipeg | - | Uptown |
| 13. Toronto | - | Runnymede | 36. Pt. Arthur | - | Lyceum |
| 14. Toronto | - | Eastwood | 37. Vancouver | - | Stanley |
| 15. Ft. William | - | Lake | 38. Toronto | - | Bloor |
| 16. Toronto | - | Donlands | 39. Windsor | - | Park |
| 17. Toronto | - | Parliament | 40. Windsor | - | Centre |
| 18. Toronto | - | Lansdowne | 41. Winnipeg | - | Grand |
| 19. Toronto | - | Palace | 42. Toronto | - | Vaughan |
| 20. Timmins | - | Cartier | 43. Edmonton | - | Garneau |
| 21. Toronto | - | Pr.of Wales | 44. Vancouver | - | Broadway |
| 22. Winnipeg | - | Fox | 45. Winnipeg | - | Arlington |
| 23. Toronto | - | Pylon | 46. Winnipeg | - | Tivoli |
| 24. Calgary | - | Variety | 47. Victoria | - | Atlas |
| 25. Toronto | - | Radio City | 48. Winnipeg | - | College |
| 26. Toronto | - | Bellevue | 49. Rossland | - | Princess |
| 27. Edmonton | - | Dreamland | 50. Edmonton | - | Grandview |
| 28. Hull | - | Montcalm | 51. Vancouver | - | Osborne |
| 29. Toronto | - | College | 52. Winnipeg | - | Bijou |
| 30. Toronto | - | Capitol | 53. Winnipeg | - | Regent |
| 31. Winnipeg | - | Regent | 54. Vancouver | - | |

.x.x.x.x.

Read 'em and weep guys ... read 'em and weep ... unless that is, your name appears in, let's say the first half dozen or so ... There've been a few changes in standings, but not enough to make an appreciable difference.

These are the standings for the fifth week ... which means you've still got EIGHT WEEKS in which to make that long-awaited spurt. Come on now ... get some steam up, and let's have some real old-fashioned whooping and hoopla. You may have to pull yourself up by your own bootstraps ... but, IT'S BEEN DONE BEFORE.

Over \$7,000.00 ... count 'em ... seven thousand bucks will be distributed to the winners in a few weeks' time. You gonna be on the receiving end?

You will brother ... if you don't let a single day go by without remembering that this is a PROFIT BLITZ FOR FITZ.

Profit Blitz for Fitz'

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HOW'RE OUR COACHES MAKING OUT?

Still quite a battle for that top spot among the district managers, with Gene and Mort chasing each other around that old mulberry bush. Watch it guys ... that quiet little fellow from Ottawa is closing in on you, and the rest of the crew haven't given up the ghost ... not by a long shot.

As for the bookers ... Herb Black is still top dog, with John Heggie really snapping at his heels ... and looka here ... Paul Cardell got kinda tired of trailing the field, and is he ever pushing. Sez he's gonna take some of that cockiness out of the Toronto twosome. Well, we'll see.

In the meantime ... let's take a look at the standings.

DISTRICT MANAGERS

1. Gene Fitzgibbons
2. Mort Margolius
3. Ray Tubman
4. Jimmy Cameron
5. John Ferguson
6. Jack McCausland
7. Harold Bishop
8. Maynard Joiner
9. Bill Trudell
10. Jimmy McDonough

BOOKERS

1. Herb Black
2. John Heggie
3. Paul Cardell
4. Lou Karp
5. H. R. Patte
6. Bob Myers
7. George Dowbiggan

.x.x.x.x.

Well, looks like we've reached the end of another bulletin ... and I'll be able to take it easy ... until tomorrow morning, when we get started on our next one.

Still haven't a single entry from far too many of our boys, both in the East and the West. What's the matter guys ... think we're playing games? If You're not interested in the prize money send in your stuff anyway, just to prove you're alive ... and if you happen to win, and still don't want that green stuff ... well, we can take care of that too.

Get on the beam gang ... and let's make this a real BLITZ. A real PROFIT BLITZ FOR FITZ, is what I mean. Be seein' you.

Dan Krendel